

# Yoni Afek

## Product Design & Strategy

### Freelance FRACTIONAL PRODUCT DESIGN LEAD / REMOTE

3/2026 - Current **Actively AI:** Sole designer helping shape and ship initial AI-native product to scale GTM sales teams with agents, as well as consulting on marketing and assisting interviewing design candidates.

### Instacart SENIOR STAFF PRODUCT DESIGNER / SAN FRANCISCO, CA

1/2021 - 2/2026 Led design and contributed to high priority and complexity projects across both the customer and fulfillment teams for an online grocery delivery marketplace. Worked on customer checkout, search, meal planning, fulfillment returns, fulfillment delivery, fulfillment checkout, team resources, and much more.

### Freelance PRODUCT DESIGNER / SAN FRANCISCO, CA

11/2016 - 12/2020 **Instacart:** 4 months – In-house designer on shopper team.  
**Lyft:** 19 months – In-house designer on rider, driver, and internal tools teams.  
**Google:** 3 months – In-house designer on Surveys in Google Marketing Platform.  
**Thumbtack:** 8 months – In-house designer leading and contributing to tools for Thumbtack pros, and conversion of people looking to hire.  
**Nuntio Labs:** 5 months – Sole designer prototyping product concepts and helping with communication for pre-seed AI enterprise startup.  
**Factmata:** 3 months – Sole designer for online fact checking product.

### YouTube UX DESIGNER / SAN BRUNO, CA

08/2013 - 06/2016 Led design and contributed to various projects including core watching & browsing experiences, managing & editing content, subscriptions, live streaming, commerce, and community features. Designed for mobile, tablet, desktop and mobile web.

### AppMesh LEAD UX DESIGNER / SAN FRANCISCO, CA

01 - 08/2013 Solely responsible for user experience, feature development, visuals, branding, marketing & everything in between for an enterprise productivity and customer relationship management iOS application start-up.

### Google UX DESIGN INTERN / NEW YORK, NY

05 - 08/2012 User experience design intern on the Google Docs UX team of researchers, prototypers & designers. Helped redesign specific parts within Docs & worked on a larger project spanning across the whole Drive experience.

### Microsoft UX DESIGN INTERN / REDMOND, WA

05 - 08/2011 Worked closely with two other user experience designers and project partners to redesign the planning and visualization of the online experience for the next Windows OS. Collaborated to design the search and support, as well as create a new section.

#### Education

Carnegie Mellon University  
BFA Communication Design

#### Tools & Skills

Primarily use Claude, Claude code, and Figma.  
Comfortable with Photoshop, Illustrator, Indesign.  
Fluent in HTML, CSS and JQUERY.

#### Website

[www.yoniafek.com](http://www.yoniafek.com)